



# PUNTA GORDA ENGLEWOOD BEACH

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The Charlotte Harbor Gulf Island Coast

## Charlotte County Tourist Development Council Meeting Minutes Friday, June 10, 2022

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A meeting of the Charlotte County Tourist Development Council was held Friday, June 10, 2022, at Murdock Administration Building, Conference Room B-106, 18500 Murdock Circle., Port Charlotte, FL.

### **Members Present**

Commissioner Christopher Constance  
Kathy Burnam  
David Haynes  
Councilmember Mark Kuharski  
Janet Watermeier  
Robin Madden  
Kelly Williamson

### **Staff Present**

Sean Doherty, Tourism Development Director  
Sean Walter, Sales & Sports Marketing Manager  
Jeff Berg, Meetings Market Sales Manager  
Maureen Morgenthien, Marketing Manager  
Julie Pennock, Senior Administrative Assistant  
Charles Bear, Tax Collector's Office  
Elie Fischhof, Fiscal Services  
Glinda Pruitt, Assistant County Attorney  
Claire Jubb, Assistant County Administrator

### **Members Absent**

Councilmember Jaha Cummings  
Keith Farlow

### **Guests**

Lois Croft, Florida Restaurant & Lodging Association  
Jim Finch, Charlotte Harbor Event & Conference Center  
Craig Holt, Four Points by Sheraton Punta Gorda Harborside

#### **I. Call to Order & Pledge of allegiance**

Commissioner Christopher Constance called the Charlotte County Tourist Development Council (TDC) meeting to order at 9:02 a.m.

#### **II. Roll Call**

A quorum was established.

#### **III. Citizens' Input**

Lois Croft, Florida Restaurant & Lodging Association advised that the FRLA just had their summer board meeting. Croft also advised that the FRLA will be working on next year's legislation and will be sending

a survey out to their members for feedback. This will be followed by the FRLA operation and marketing summit at the Hard Rock in Hollywood.

Jim Finch, Charlotte Harbor Event & Conference Center reported that booking at the events center are back pretty close to where they were in 2019. Finch also advised corporate events are still lagging a little from 2019. Finch said multiple events are already booked for next year.

**IV. Approval of TDC Meeting Minutes**

A motion was made by Janet Watermeier, seconded by Kathy Burnam, to approve the April 8, 2022 minutes. Motion carried unanimously.

**V. Tourist Tax Report – Charles Bear**

The tax collector report was presented by Charles Bear. Bear reported March numbers, which were not available at the last meeting, totaling over 1.3 million. April collections totaled \$714,189.97 with 534 suspect accounts on file. Bear advised that there are plans in place to more actively work our suspect accounts. Bear reported year to date collections October through April totaled \$5,350,668.58.

**VI. Budget Report – Elie Fischhof, Fiscal Services**

The fiscal report was presented by Elie Fischhof. Fischhof reported that we are almost nine months into the fiscal year. Fischhof continued to report that 75% of the budget has been expended. Operating expenditures were a little over \$1.4 million and over \$274,000 in encumbrances. A large portion of the expenditures are interfund transfers. Actual expenditures for the 4<sup>th</sup> and 5<sup>th</sup> cents are approximately \$10,000 for Promo Activities General and approximately \$10,000 in encumbrances. Promo Activities Advertising showed over \$306,000 in actual expenditure and over \$524,000 in encumbrances.

**VII. Robin Madden – Budget Review**

Robin Madden reported that the budget appeared to be in order.

**VIII. Director/Staff Report – Sean Doherty**

Sean Doherty, Tourism Development Director provided a recap of the Director/Staff Report and highlighted some key performance indicators on the second quarter research report received from Downs & St. Germain.

Sean Walter, Business Development Director Sales/Sports provided a status update on the PicklePlex agreement. A copy of a letter from PicklePlex declining to participate in the Multievent Sponsorship Marketing Agreement was provided. Walter advised the PicklePlex is thankful for the partnership. However, because of the due diligence required to fulfill the terms of the agreement, they do not have the volunteer capacity available to manage the requirements. The PicklePlex does want to continue to draw regional and national events. The tourism bureau will work directly with event organizers on individual events and any media opportunities.

**IX. Citizen's Comments**

Craig Holt, Four Points by Sheraton Punta Gorda Harborside, stated concerns about parking in downtown Punta Gorda during events and increased traffic when Sunseeker is open. Commissioner Constance advised that Commission will be addressing the issue in an upcoming workshop. Councilmember Mark Kuharski reported that in a previous Punta Gorda council meeting, council members tasked city staff to find a way to execute a parking plan that has existed since 1969.

**X. Council Comments**

David Haynes reported there has not been a decrease on both the short-term and long-term demand. Haynes advised on the sales side the high-end property is very consistent.

Councilmember Mark Kuharski encouraged everyone that has a concern to attend a city council meeting and report on the concern. Councilmember Mark Kuharski reported that a developer is still interested and looking at the city marketplace.

Kelly Williamson reported the business is steady.

Janet Watermeier reported the Visual Arts Center has multiple exhibits scheduled. Watermeier advised that she is retiring at the end of June, and she will no longer be on the tourist development council.

Robin Madden reported a 32% increase in rentals from May 2021 to May 2022. Madden also reported they are booking into 2024. Madden advised real estate inventory is low.

Kathy Burnam advised Fishermen's Village is staying busy.

**XI. Next Scheduled Meeting**

The next scheduled TDC meeting is at 9:00 a.m. Friday, August 12, 2022. The meeting will be held in the B-106 Conference Room, Administration Building, 18500 Murdock Circle, Port Charlotte.

**XII. Adjourn**

The meeting adjourned at 10:55 a.m.